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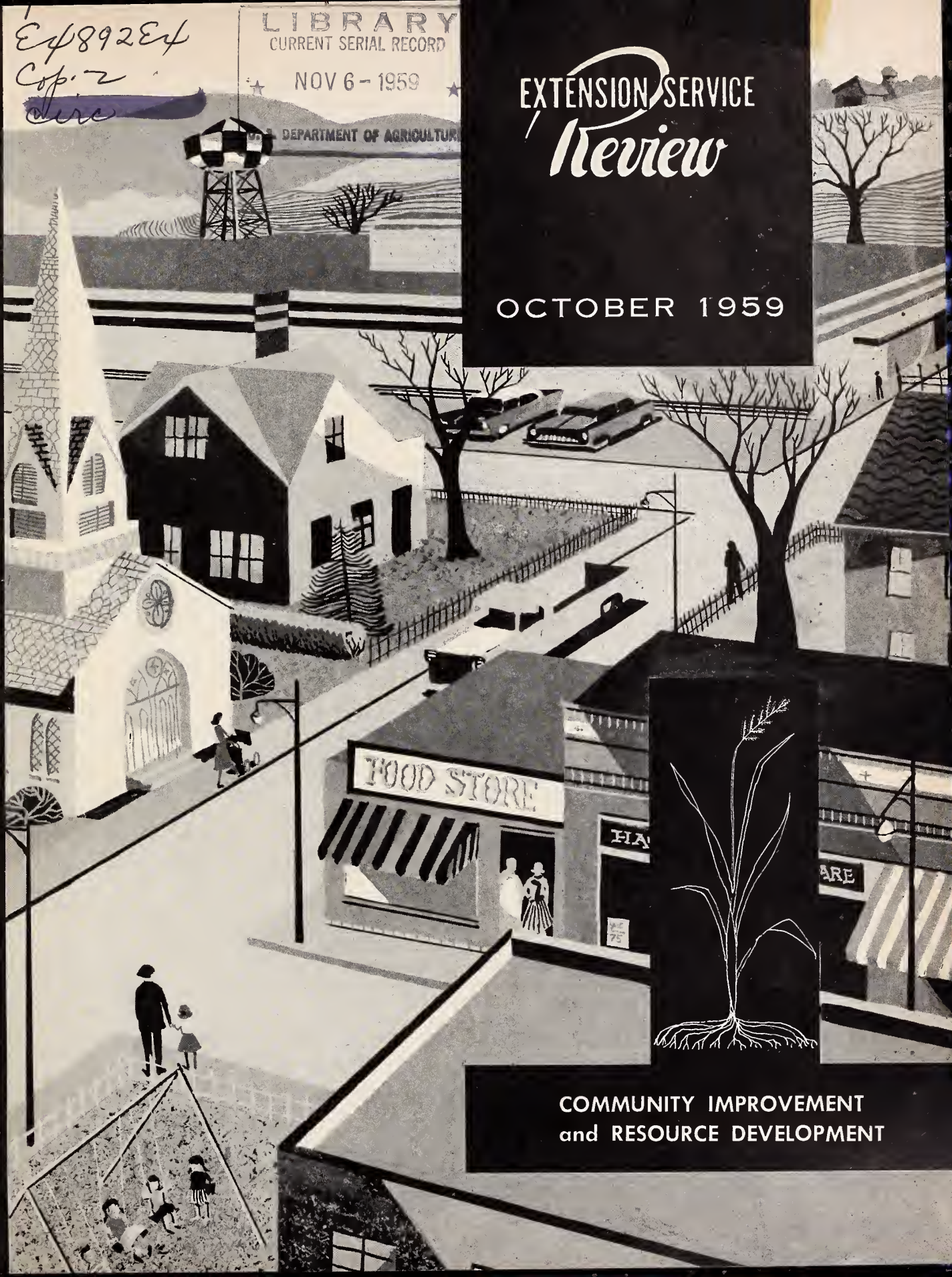
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DEPARTMENT OF AGRICULTURE

EXTENSION SERVICE *Review*

OCTOBER 1959



COMMUNITY IMPROVEMENT
and RESOURCE DEVELOPMENT



Official monthly publication of
Cooperative Extension Service:
U. S. Department of Agriculture
and State Land-Grant Colleges
and Universities cooperating.

The Extension Service Review is for Extension educators—in County, State and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their community.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes, and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

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EAR TO THE GROUND

I read a story the other day about an old man sitting on his front steps, whittling on a block of wood. A neighbor rushed up and told him about a problem that, to the neighbor, seemed serious. This problem didn't greatly disturb the man on the steps and the neighbor couldn't understand this lack of concern. Finally, the man looked up from his whittling and said, "Well, I've got so many things to worry about now, I probably won't get around to worrying about any new problems for a month or two."

This issue of the Review is about community improvement and resource development—not just worrying about problems—doing something about them. And when people get together to do something about common problems, you get doubled-barreled results—better communities plus better people.

What is a community, anyway? Is it just houses, churches, schools, stores, factories, streets and people? No, it's much more than this. It's a living thing. And just like any living thing, if properly nourished it will bloom and bear fruit; if neglected, it will wither and die.

This reminds me of an abandoned town I drove through one time. A

factory had shut down for lack of raw materials, the people stayed for a little while, then moved away. But up the road a few miles is another town, which also once depended on the same raw materials for their principal industry. This town today is thriving, thanks to a tourist industry the local people developed.

What made the difference between these two towns? Both had similar problems as well as similar natural resources, transportation facilities, etc. The difference was in the people. Those in the abandoned town gave up; those in the tourist center did something about their problems.

These things don't just happen, of course. Somebody has to get people started into action—help them find the resources to solve problems.

And that's where extension workers fit in. They provide the leadership, help communities study their situations, locate and train leaders, pull together outside resources, help obtain information from other organizations, and aid all groups whose interests relate to community improvement and resource development.

Next Month: Increasing Efficiency in Marketing, Distribution and Utilization will be featured.—EHR

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A RESPONSIBILITY and a CHALLENGE



by JOHN E. HUTCHISON, Director
of Extension, Texas

IN our complex society, more and more problems affecting the individual and the family can be resolved only through group action. And the natural focal point for group action in dealing with most public problems is the community.

If Extension is to meet adequately its responsibility of preparing people to deal effectively with their prob-

lems, then our educational programs must be more closely geared to the community.

Extension's principal objective in community improvement work is "development of the ability of people, through their own initiative, to identify and solve problems affecting their welfare." Community improvement programs offer the means for tying together, at the point of execution, the contributive portions of the other eight areas of extension program emphasis outlined in the Scope Report.

Extension's Task

The role of Extension in community improvement work is to provide educational programs which will help a community reach its own democratically determined goals and objectives. Essentially, the objectives established by a community become the working objectives of the local extension education program.

How problems are identified and how plans are developed for solving them are as important, from an educational viewpoint, as the solution itself. Extension is thus as concerned with the process as it is with the objectives of community improvement and resource development.

The functioning community is important to the continuance and strengthening of our democratic way of life. At the community level, the majority of our citizens have the opportunity to experience firsthand the democratic processes. In the community, many people are provided meaningful educational experiences in leadership and in citizenship. These develop a greater appreciation of the importance of democratic social action.

Community improvement programs offer a means for conserving society's most precious resources—human talents and energies. Organized consideration of the best use of a community's resources reduces the frequency and intensity of conflicts and misunderstandings among special interests. Time and energy consumed in negative opposition is as wasteful as thoughtless exploitation of any other resource. Effective community planning reconciles personal differ-

ences and channels the efforts of people toward common goals.

Extension has a responsibility to help people acquire skills, attitudes, and facts which will help them function as a unit in solving common problems.

Extension workers, to provide leadership in community improvement, must be "community minded." We must recognize that the community is a basic social unit, next in importance only to the family. We must recognize, too, that the community is an effective channel for reaching large numbers of people with valuable information. And we must recognize that the community can affect individual family progress as well as community advancement.

Effective extension work in this area will require exceptionally high professional competencies. Staff members must have social process skills and understanding. Extensive training in the applicable social sciences—sociology, psychology, economics, political science, anthropology, group dynamics—will be required. Continuous and intensive inservice training in the philosophy and techniques of group work will be necessary if Extension is to meet its responsibility in community work.

Framing the Picture

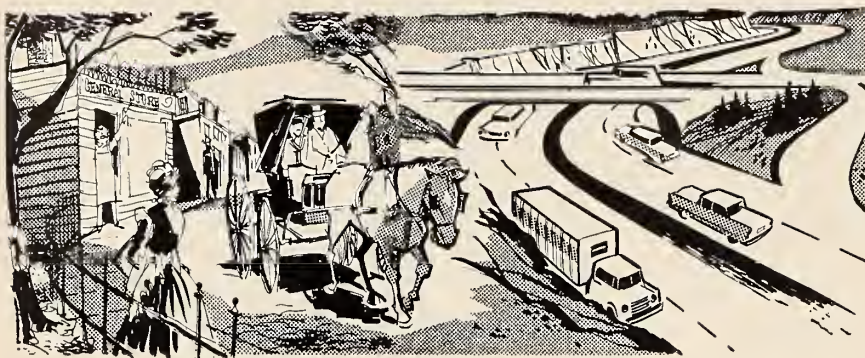
There are many ways Extension can help communities to effect material, social, and esthetic improvement. Through a properly organized approach, a framework can be provided with which a community can objectively take a look at the adequacy of local services and determine efficient methods for providing needed services. Support can also be provided in such areas as land use planning, marketing, efficient farming, efficient homemaking, and economic expansion.

Extension should provide communities guidance in obtaining special assistance from other agencies and organizations. Every effort should be made to help keep such other groups informed of community needs.

Beyond the immediate community, Extension has a responsibility for providing educational leadership on

(See *Responsibility*, page 212)

WHAT *and* WHERE is the Community



by E. J. NIEDERFRANK, *Federal Extension Service*

WE read and hear a lot these days about community development and the community way of doing things.

This is good for two reasons. First, the people with whom we work today have community concerns beyond their farms and homes; in fact, more so today than ever before. Second, we know that many extension programs and other projects are most effective when planned and conducted on a community basis.

But a challenging question raised by social scientists today is: What and where is the community?

Local communities seem to be passing out of existence in favor of larger places, as rural people become more and more assimilated into the larger society around them. This is what is meant by the statement, "a larger community is taking shape." And in many cases, the community is harder to define for research purposes.

Network of Relations

Prof. MacIver of Columbia University years ago gave a short but meaningful definition of the community. He defined it as "any area of common life." He meant an area which has a web or network of human relations or contacts based on a common interest beyond the family.

This definition catches all types of

communities, from the local community to a region, nation, or the world. All these are communities with respect to certain webs of human relations or common interests.

The Scope subcommittee on Community Improvement and Resource Development had this in mind when they wrote about the two main viewpoints of community—the immediate local community based on common interests of everyday trade and social activity and the wider area of common interest. A county or district, for example, may be the basis for developing a market facility or a hospital.

It is important to recognize both types of communities when planning action programs. Work may call for organization on the basis of one or the other, or possibly both.

Warren H. Wilson, one of the pioneers of rural sociology, in 1912 defined the rural community as "the area within the team-haul of the trade center." Since then we have thought of the community geographically, as not just a town, but the town plus the area served by the town. Dr. Charles Galpin was the first to study it scientifically, in Wisconsin in 1916.

Galpin and Kolb also spoke of "neighborhoods." These were the smaller social groupings within the trade-centered community. They were rather intimate—the next group beyond the family to which people be-

longed. The road from the farmer's gate first led to neighbors, and then to a town which was the center of a larger socioeconomic group, the community.

Today, a person theoretically belongs to as many communities as there are webs of relations in which he is involved. Every type of local social contact, such as trade or church-going, may have a slightly different service area. Thus, school districts often differ from trade or church-going or tax-paying and voting areas.

This illustrates what is happening in community structure today. It is becoming more complex and harder to delimit because our webs of social contacts are changing in area and in kind. Many rural people belong to more things today and go to different places to buy things or obtain services.

The community changes shape, too, as new highways change patterns of transportation, as new settlements are created, and as new industries draw people. Thus in many counties the trend is away from local contacts toward wider contacts.

Common Interest Ties

Sorokin and Zimmerman of Harvard refer to community contacts as bonds of common interest which lend cohesiveness and support, much like hoops around a barrel. As these bonds change in number, in kind, or in strength, the community changes in cohesiveness and in size or area of influence.

Some of these bonds of common interest are economic and social services. Others are based on feelings of attachment derived from history, traditions, family ties, memories, and church or other group connections. These tend to reduce the speed of community change, adding certain stability.

Yes, most communities are changing in shape and composition. But the "community idea" still lives—people still live locally and local independence and leadership still mean much even though the locale of certain contacts and feelings may be different.

(See *What and Where*, page 218)

Resource Appraisal—

A Method and A Tool

by MRS. ZELDABETH BERTSCH and LESTER N. LIEBEL,
Stevens County Extension Agents, Washington

GETTING the facts can become a habit-forming activity just like anything else. And the activity can lead to results as solid as the facts.

In Stevens County, the solid results include a new wood engineering company, a new post and pole operation, a booming livestock salesyard, an egg cooperative, and building stone sales from farm resources. These new or expanded money-making ventures have created many new jobs and poured additional income into our county's economy.

And this is only the beginning. Leaders, committee members, and supporters of the Rural Development program are moving ahead on a number of other ambitious plans.

Education Interest

Better educational facilities are part of the "bootstrap" blueprint. Parents wanted their children to be able to attend school beyond the 12th grade near home. And many people wanted a chance to learn new vocational skills.

This September high school grads for the first time could attend the 13th grade at Chewelah High School. This looks like the beginning of a junior college for northeastern Washington.

The blueprint also calls for parlaying this scenic county with its forests, streams, excellent hunting and fishing, and air-conditioned climate into a tourists' paradise. The Tourist Trapper is published regularly by the tourist and recreation committee as a public reminder of the possibilities and the practical steps leading to increased tourism.

More industry to utilize the county's timber and minerals, more

and better jobs to hold some of the county's out-migrating youth, better recreation facilities for young and old, and a determination to raise the county's education level are some other goals of the county's bootstrap operation.

And what about the people energetically and enthusiastically committed to carrying out these plans? How did they get involved?

Surveys made soon after Stevens County was designated a pilot Rural Development area showed that people were already intensely interested in more and better jobs, better schools, better recreation facilities, etc.

Our job has merely been to help guide and direct the interest into productive channels. Knowledge of the people gained through the surveys has helped to keep these efforts from going down blind alleys.

Surveying the Situation

Two initial surveys were made under the supervision of the rural sociology and agricultural economics departments of Washington State University, who also analyzed and interpreted the data.

A survey of the social and economic situation was designed to obtain a picture of the human resources—the size and location of the labor supply and people's skills, needs, aspirations, and attitudes. The information included community development needs; educational, recreational, and occupational data; patterns of organizational participation; activities and interests of teenagers; plans of older people; family life and levels of living; and agricultural data.



Photo copyright 1959 by Scamahorn, Colville, Wash.

Vocational and personal counseling is among rewarding services of new junior college.

Ten local interviewers were employed to make this socioeconomic survey. A 10 percent scientific random sampling of the total population was used, including farm and nonfarm families. A sampling of families on the Spokane Indian Reservation was included.

The survey showed, among other things, that people were aware of county needs and were generally willing to help work out solutions.

A youth activity survey was made of all students in grades 9 through 12 in the county's 9 high schools. The survey was designed to find what teenagers do with their free time, what activities they take part in, what they are interested in doing for themselves and their communities, and certain aspects of family life.

A significant finding was the fact that a majority of both adults and youth were not active participants in existing organizations.

Plans Take Shape

These and other facts provided valuable background information for the Rural Development steering committee set up in the fall of 1957 and for the county-wide planning council now functioning.

The steering committee, selected by the county commissioners in consultation with the extension staff, spearheaded the Rural Development program for the first 18 months of exploration. The membership in-

(See *Method and Tool*, page 219)

Working Together for a Better County

by MRS. ALMA H. GILES, former Linn County Home Economics Agent, Kansas

HEALTH is a major concern of families and communities. In Linn County, citizens became alarmed at the almost total lack of medical facilities. The situation was really critical.

This county of 9,000 people had no hospital, no clinic, no county nor school health program. Within a short time, the county lost by ill health and death the three family doctors who had served them for years.

These problems were brought out at a meeting of health chairmen from the home demonstration units and Martha Brill, extension health specialist. The women were concerned and asked what could be done.

The problem was too big for a few so a second meeting was scheduled. Presidents of many groups, 4-H Club leaders, bankers, county commissioners, editors, school principals and others were invited. Among the 36 responding were members of committees from three towns which had been trying to secure a doctor but with no success.

A frank discussion of the situation brought out some factors which a prospective physician might consider. Transportation and communication facilities needed improvement. Inadequate housing and lack of modern office space were also factors.

Health Survey Begun

Miss Brill proposed a county survey to find out the people's needs. The group agreed. The State Board of Health, aware of the county's problem, promised to help.

The 18 home demonstration units were chosen to spearhead the survey as this was the only organization covering the entire county. Thus the county extension office became the center of operations.

Virginia Pence, community health consultant from the State Board of Health, came to the county to take charge of the survey. Each home demonstration unit furnished a survey chairman to meet with her.

At this meeting a questionnaire, formulated by the State Board of

Health, was discussed and revised. The group set a date for the survey and agreed that each unit would be responsible for one township. The largest town, with a population of 1200, was left to the Booster Club—a group of business people.

Survey chairmen went home to recruit interviewers and organize their communities. It was a race to keep pace with these people. Their enthusiasm was contagious.

Before I-Day (interview day) the chairmen had recruited more than 200 volunteers, both men and women. These people were instructed by State Board of Health personnel at five training meetings and each was assigned a district to cover.

On I-Day they fanned out to call on their neighbors. Each was to interview up to 10 persons. Some did 30 interviews.

In two weeks the survey was completed with 2,434 families interviewed. This represented 85 percent of the total population. Refusals were rare—less than 2 percent. Publicity through the local newspapers, the questionnaire, training of interviewers, the instruction manual, and organization by the survey chairmen accounted for this response.

Facts Revealed

"Linn County is old like me," people said. Sixteen out of every 100 were over 65 and 8 percent of the heads of families were over 80. Since then the population has decreased as young families moved to the city and now 18.5 percent are over 65.

One in three families reported a chronic disease or disability. One-third of these were persons over 70, one-half were 40 to 70.

Failure to see a doctor when ill was reported by 900 families. Reasons included: had no family doctor,

(See *Working Together*, page 218)



Members of home demonstration unit made a banner to advertise county health survey in Fourth of July parade.

Framework for Community Improvement

by W. D. DAVIS, Choctaw County Agricultural Agent, Oklahoma

How can the real problems of people be determined? Where will the resources be found to solve them? These questions had to be answered when Choctaw County was named as a Rural Development pilot county in the fall of 1955.

The first step was to organize a county steering committee composed of farmers, homemakers, businessmen, and professional workers from State and Federal agencies. This committee met with the State Rural Development committee to develop an overall plan of action.

Survey of Resources

It was decided that a survey of the rural area would provide information on which to base programs. The questionnaire included size and type of farms; number, education, and ages of family members; farm development plans; off-farm employment; and the desires of the families to accept off-farm employment. After pre-testing, the questionnaire was further revised to fit the needs.

Then University economists and County Agent Houston Ward held a training school for volunteer workers who later conducted the survey. Slightly under 300 families, both rural and urban, were contacted in the study. Compilation of data was supervised by the University agricultural and industrial development service.

The survey brought out several facts on which to base programs to implement the objectives of the Rural Development Program.

Population—A low portion of the population was in the productive ages of 21 to 64 years. The rural portion of the county has relatively more children under 20 years of age than the rural population of the State. In addition, it has proportionately more people 65 and over. This age structure indicated a high rate of migration from the area of

people in the 20 to 64 age group.

Labor Supply—At the time of the survey, 66 percent wanted to work full-time. Many wanted off-farm employment to supplement farm income, and a small percentage indicated that they would leave the county. An estimated 1,251 people were interested in additional employment, 40 percent of them farmers.

Health—Surveyed families spent an average of \$145 per year for medical expenses. An average of 38 work days per year were lost per family due to illness or accident. Choctaw County has a higher infant mortality rate than the State, 46.8 compared with a State rate of 28.6 in 1953.

Education—The adult (25 years of age and over) rural farm population completed 7.2 median years of education. Only two counties of the State rank lower in education than Choctaw. The amount of schooling completed was lowest for the lower income group.

Welfare—Nearly 27 percent of all

persons in the county received some form of public assistance, compared with a 7.5 percent State average. Approximately 15 percent of the county's rural population is supported by welfare.

Farms and Land—The average size of the 793 farms is 329 acres, valued at approximately \$9,000 each. Considered collectively, all farms have an average value of approximately one-third of the State average.

According to the survey, 40 percent of the farms were classified as live-stock units; 34 percent listed cash crops as chief enterprise; dairy and poultry ranked third with less than 10 percent; and the balance were combination units.

Rural Income—Farming accounted for the greatest single source of income for the county in 1955 but provided one of the lowest contributions to the average family income. Welfare and pensions were the second highest source of income and made

(See Framework, page 222)



Parent-leader participation is helping to boost 4-H membership. Family above is checking 4-H Club record books.

Filling A Desire and A Need

by MRS. RUTH D. COATES, Piute County Home Agent, Utah

HAVE you had the thrill of seeing youngsters lined up eagerly waiting for the bookmobile? And then after they have selected their books, watched them sitting in the shade or on car fenders eagerly exploring the wonderful world of books?

We did in Piute County for the first time during the summer of 1958.

Here is how it began. Piute is a small agricultural county with a declining population, now estimated at about 1600 people. It is located in the south central part of the State.

Until the bookmobile program was developed, the school libraries were the only public source of reading material. Of course, these books were not readily available during the summer months. One enterprising teacher, however, took a box of selected books to each community and left them in some home. The children went to this home and obtained books to read.

Early Attempts

Folks in the county have been concerned about the lack of books for some time. Once an attempt was made to start a library in the courthouse but without sufficient funds it was not successful.

We encouraged various interested leaders in the county to attend library short courses sponsored by Utah State University. In these short courses we hoped to find ways and means of operating a library.

A book fair was later held in connection with the annual Adult Women's Leadership School in the State. This created still more interest and awakened awareness of the urgent need for library facilities.

A spark of hope was seen at a Rural Reading Conference at the University during the summer of 1957. Attending the conference from Piute County were PTA representatives, the

county clerk, a county commissioner, and the home agent.

During this conference Federal and State library laws were explained. One legal requirement which caught our attention was that the county is expected to make a one mill levy for library purposes.

At the commissioners' meeting, the county clerk and commissioner reported the conference and urged that the mill levy be established. This was done. The commissioners also named a temporary library committee of representatives from each community.

Piute and Garfield County leaders, who were also interested in the program, contacted Russell Davis, State librarian. At a joint county meeting of PTA leaders, county commissioners, and school principals, he explained how the proposed program would operate.

Under the proposal, several neighboring counties would share the bookmobile. So we thought we would have to wait until the other counties met the requirements.

In the meantime, folks were becoming anxious and wondering when they would start receiving benefits from the mill library levy. So we arranged for Mr. Davis to explain the program to the general public. This meeting was sponsored and advertised by the combined PTA organizations. It set the stage for the events to follow.

June 19, 1958. That is a day which will long be remembered by the leaders who had worked so diligently to make reading material available to all the people. The general public had been notified that the bookmobile would be in the county for a demonstration run, just to acquaint them with it. Church, school, civic, and political leaders were all sent special invitations to visit the bookmobile.

One day before it was to arrive,



Volunteer leaders assist in checking out books on bookmobile.

we received some special news. Piute was the first county in the State to meet the bookmobile requirements and enough books had been processed so that we could check books off the bookmobile.

As soon as this word spread, folks flocked to the stopping places in droves. We found it impossible to stay on the tight schedule which had been set up. Approximately 600 books were checked out during that first run.

Throughout the remainder of the summer and early fall, the State bookmobile made a trip through the county once a month. More and more books were checked out, until at present around 800 books are checked out each trip.

Final Steps

Following up the first start, a three-county meeting was called by State library officials to explain bookmobile policies. The State would furnish the bookmobile, driver, and books. The region, including five counties, was to furnish office space, housing for books, and parking space for the bookmobile. Counties in the region would also provide volunteers to help check out books, and help with gasoline and other expenses.

Piute County officials were ready and anxious to sign the contract. They also named a permanent li-

(See *Filling a Need*, page 209)

Step-by-Step to Better Living

by T. R. BETTON, *Ouachita County Negro Agricultural Agent, and*
MARGUERITE P. WILLIAMS, *Negro Home Demonstration Agent, Arkansas*

PEOPLE like to see results. When they get quick results on the first problem they tackle, they are encouraged to take on bigger jobs. That's how community improvement got underway in Amy, a community of 50 Negro families in Ouachita County, Ark.

The community improvement program in Amy also demonstrates cooperation between extension personnel and other agencies, according to Mrs. Clothilde M. Shivers, assistant home demonstration agent, and James H. Wilkins, assistant county agent.

Early in 1958 the Ouachita County Rural Development advisory committee selected Amy as a community that needed help. None of the government agencies had worked recently with any families in this community.

Health Factor

The county nurse challenged agency personnel to find ways to assist this community's families. The advisory committee helped the extension workers and the county nurse to make initial contacts to see if the people would cooperate to bring about community improvements. They found that the people in Amy wanted a community improvement program.

After these initial contacts, arrangements were made for a community-wide meeting. About 45 residents discussed community improvement with agency personnel at this first meeting. And the people of the community listed things they felt should be done to improve Amy as a place to live.

Only about 7 of the 50 families depended on farming for their income; the others were engaged in timber work and other nonfarm jobs. The extension agents saw this

as a challenge to redirect their efforts to provide more help to families depending on nonfarm employment.

Members of the community agreed that the first thing that should be done was a general cleanup campaign. A committee was appointed to contact all families and get them to participate.

General Cleanup

Another committee asked the county judge to furnish trucks with which to haul off the rubbish. The judge told the group that he would be glad to cooperate if they would have the rubbish in containers. This posed another problem. The committee solved this by obtaining burlap bags from local feed dealers.

Amy was a busy place that Saturday when the county trucks came to haul away the trash and rubbish. Many people commented that the community had never looked as good.

The following week the county trucks hauled off surplus water from ditches, with residents helping with the work. Again as a result of cooperative effort, the community was improved.

This cleanup campaign was the beginning of a rural community improvement program. Amy now has a group that meets monthly with men, women, and youth participating. In addition, the women have organized a home demonstration club.

Through the community group, markets were developed for cucumbers and tomatoes. This year many families raised these to supplement their income.

Food preservation and garden insects were among other problems listed by Amy residents. This year, one leader carried out a fertilizer demonstration on a garden. In addition,

the extension agent worked with this family in carrying out a garden insect control program.

Other agencies participating in the Rural Development program have explained the services of their agencies to Amy residents. Immunization clinics have been held and the assistant home demonstration agent and welfare representative have conducted cooking schools.

From this modest beginning, possibilities developed for a continued improvement program. Extension agents say that contact with the leaders was important in initiating this community improvement work.

Many communities do not have active community organizations and the people have not worked together on common problems. This is why extension leadership and know-how are important to families in starting community organizations.

At the same time, agents have to recognize the importance of the cooperation of other agencies. Many problems that confront people are far removed from agriculture.

Amy is now a better place in which to live. The people there recognized their problems and set out in an organized way to overcome them.

FILLING A NEED

(Continued from page 208)

brary board. These members serve without compensation.

The bookmobile now has centrally located headquarters and serves a five-county area. It makes trips through each county every 3 weeks. It spends from 1½ to 4 hours in a community each trip, depending on the population. Volunteer leaders from each community assist in checking out books during the time the bookmobile is in their own town. We also find that people take their books to their leaders when they have finished with them.

Yes, through the cooperative efforts of extension workers and county and community leaders, the bookmobile is a dream come true—a desire and need fulfilled. It is serving the people with resource materials and hours of reading enjoyment which they have wanted for a long time.

Pooling Efforts to Keep Missouri Beautiful

by JEAN BRAND, Assistant
Agricultural Editor, Missouri

WHEN 38,000 Missouri extension club women set their minds to a project, look out!

All over the State this spring, extension clubs were busy working on projects aimed at keeping Missouri a clean and attractive place to live. Because they enlightened the public to a need, their work promises lasting effects.

Wide Coverage

More than 1700 extension clubs observed the Keep Missouri Beautiful theme during National Home Demonstration Week. Their enthusiasm inspired nearly 550 news stories and editorials.

One of their most popular projects was the anti-litter campaign. Club members made thousands of automobile "litterbags for litterbugs" to keep trash off the highways. They stenciled the bags with a "litterbug" design that has tremendous child appeal. Missouri parents say their children have become the chief watchdogs against carelessly tossed cigarettes or pop bottles.

The women also organized pick-up-litter days with teams assigned to trash pick-up duty on their lawns, streets, school yards, and parks. They enjoyed doing the work together.

Whenever possible, we tipped off local newspaper editors about the projects so that these working gals often had the fun of seeing their pictures and names in the paper.

A big boost to the whole campaign came when the State extension service sponsored a contest for the best poster on the Keep Missouri Beautiful theme. Prizes such as cameras and transistor radios were contributed through the Missouri Retail Council. In many counties, local sponsors of prizes also encouraged entries.

News Angle

These county and state poster contests provided a news peg for great amounts of local publicity on Keep Missouri Beautiful and focused attention on the work being done by extension club women.

Winning posters from the counties were entered in the State contest, judged by professors from the art and interior design departments of the University. Extension printed 3,000 copies, 14 by 18 inches, of the winning poster in two colors. These were given to club women to distribute locally in libraries, schools, banks, stores, and other display spots.

Flower and shrub planting projects were the main Home Demonstration Week activity for many clubs. All club women in a county planted the same kind of flower or shrub and urged merchants and service station operators to do the same.

This summer, lawns and byways of whole counties and tiers of counties blossomed with red petunias. And travelers often stopped to ask, "How come?" It was another demonstration of the power of extension club women when they put their hearts into a project!

Variety of Projects

Clubs took on a variety of other jobs such as painting mailboxes and setting up outdoor trash barrels. Some built fireplaces in parks and cleaned 4-H buildings and community centers.

But Missouri women didn't try to do everything by themselves. They enlisted male cooperation when it came to heavy cleanup jobs along highways or on farms. One Dallas County farm wife reported, "We are moving all farm machinery behind buildings out of sight of the road and cleaning our barn and chicken yards of the junk that 'just collected.' "

Mayors and town councils lent their authority—and often their muscle power—to community clean-ups. The mayor of St. Charles proclaimed a Keep St. Charles County Beautiful Week.

Jaycees purchased several thousand litterbags. Merchants gladly gave window space to posters and exhibits arranged by extension club women. Many even bought space for Keep Missouri Beautiful advertise-

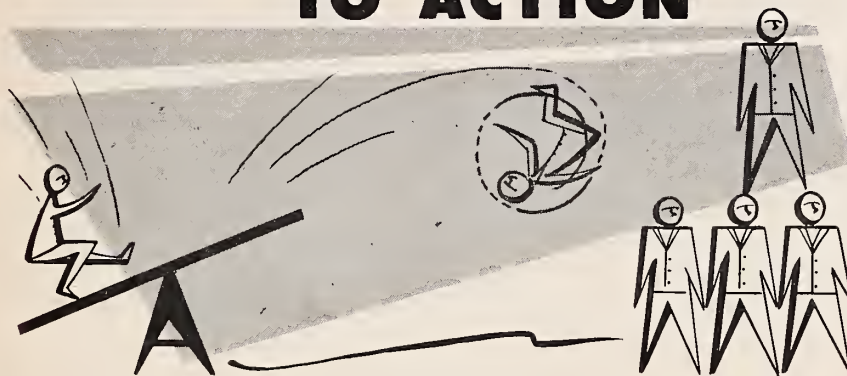
(See *Keep Missouri*, page 219)



Thousands of women made automobile litterbags.

Springboards

TO ACTION



by J. C. RICHARDSON, District Agent, and R. E. SMITH,
Community Development Specialist, Georgia

TREMENDOUS changes have been taking place in rural Georgia. These changes present new problems and opportunities for Extension to provide educational leadership and assistance to the people, in cooperation with other service agencies.

We think of community development as a method of furthering the total extension program. Working through local organizations, we promote increased income, family living, and community life. The people plan their programs and develop the organizations for carrying them out.

Community development has been an integral part of the Georgia extension program since its beginning. It was intensified in 1946 when the Atlanta Chamber of Commerce agreed to sponsor an area community development program in cooperation with Extension. This program includes 39 counties in the Atlanta trade area.

Stirring Up Interest

In these counties extension agents assist community leaders in organizing clubs. Then the clubs elect officers, set community boundaries, and appoint committees to study resources and needs.

With the help of extension agents and other cooperating agencies, the

people set goals to improve their communities. They usually meet monthly to discuss problems, report progress, and take part in some form of recreation.

The Chamber of Commerce furnishes awards to the communities that do the best job of developing community assets. Chamber members often speak at community club meetings and go on educational tours to observe progress.

This venture by the Atlanta Chamber brought remarkable results. And these results spurred other chambers of commerce to sponsor similar programs. Two more trade areas now have similar programs and many organizations sponsor community work in other counties. In 1958, there were 280 community organizations in 90 Georgia counties.

Incentive awards from sponsors tend to speed up intensity of effort by the people. For example, in one trade area the number of community club meetings increased from 54 to 602 during the first year of chamber of commerce sponsorship. During the same period, the number of people taking part in community activities increased from 1,004 to 5,794. And the value of labor and materials used in making the communities more attractive through group efforts climbed from \$27,000 to more than \$200,000.

Extension has a responsibility to help community clubs organize and carry on a good educational program from year to year. This is one of the most effective means to get county extension programs before the people and to get action on these programs.

Our first responsibility after organization is to help project committees plan goals for the year. We point out that consideration should be given to both short and long-time goals and the advantages of consulting other service agencies.

Extension workers can help program committees set up an annual program month by month. A short meeting with them a few days before the monthly meetings pays off in better planned and organized meetings.

A community approach is a means of reaching more people more effectively, especially the isolated, the less responsive, and those who work part-time and don't have time to drop by the office.

Community Benefits

Community organizations stress the team approach in supporting programs. They strengthen farm organizations, home demonstration groups, and 4-H clubs, and bring about desirable community improvements. And they help build and strengthen rural leadership.

One community leader says, "This program has meant a lot to our community. The biggest accomplishment has been bringing people together. Our slogan is, Everybody Do Something."

Another reports, "When you're building people, you're really doing something. Our getting to know each other makes it possible to do anything. We found and developed leadership we never knew existed."

The county extension program becomes more effective as it takes advantage of the new leadership developed in these clubs. As clubs complete projects, the momentum keeps them going. They never run out of something to do and consequently, there is no limit to what they can accomplish.

Yes, community clubs are springboards to action.

Vital Links in Community Work

by GEORGE M. NELSON, JR., Associate Butler County Agent, Kentucky

WHY kid ourselves? Good leaders are hard to find. This doesn't mean they're not plentiful. But some type of motivation or stimulation must be devised to get qualified leaders to carry out an effective program.

Potential leaders are not easy to locate. They may lie dormant for years, but with the proper motivation they may spring into action overnight.

In many instances, the one who is put before the group is not always a true leader. The true leader may remain in the background, giving advice to others that are mistaken for true leaders.

Working in a community, an extension worker can usually pick out the actual leaders. An agent must be skillful and must constantly evaluate his public relations program in enlisting and retaining capable leadership.

Offer Motivation

In Butler County, Ky., leaders are motivated by the Rural Development program. They become active when there is some worthwhile program they can actually carry out or one in which they are interested.

To enlist leaders, new and interesting things must continually be brought to the surface. They must feel that they are doing worthwhile service for their community.

One successful motivating technique in Butler County is the community improvement contest. The contest has many disadvantages but, for discovering leaders the advantages seem to outweigh the disadvantages. After leadership has been discovered, development of community centers is one of the next steps to keep interest alive.

A leader, to one man, may not be a leader to another. A tenant farmer will not usually assume a leadership role in the same group as the outstanding successful farmer. This will require different leaders for various groups of people. All may have the same objectives, but obtain them in different manners.

It is necessary to have a common goal for a community even if it is nothing more than clipping the roadside or putting up uniform, well-painted mailboxes. If people can work together for a simple goal such as this, they can usually be brought together to do more significant things.

Some agents feel that leadership training meetings are the most successful ways of training leaders. This is only one means. Constant, individual contacts in many cases will prove more successful than training meetings in getting a good program carried out. People should be kept busy but not overloaded with work on community projects.

Personal Encouragement

Recognition should be given to leaders through letters, telephone calls, individual contacts, regular meetings, and special leader meetings. One good way of showing leaders that their efforts are appreciated is to give a special dinner and recognize them with pins, certificates, or plaques.

The greatest need is common sense and the biggest danger is fear. Extension agents need to use judgment in choosing leaders. Then they should not be afraid to let the leaders do something after they are trained. Leaders, if given an opportunity, will do much of the work on their own initiative.

Dynamic results of volunteer leadership can be seen in most of Butler County's Rural Development organized communities. Officers and committeemen have a never-ending task of improving social, religious, and economic conditions in their communities. True, discouragement reigns occasionally, but it in turn is combated by results.

Extension workers can become discouraged, too. For example, they may go into a community that has done little for many years and find that most of the individuals who want to see progress have moved away. An agent might think nothing can be done in a situation of this type. Yet this community can be reached if enough time is devoted to find the true leaders.

No one denies that leaders are vital to a progressive extension program. So agents should set aside time to work with present leaders and to find future ones who will prove useful and efficient.

RESPONSIBILITY

(Continued from page 203)

a county or area-wide basis. Extension has demonstrated its competence for stimulating such programs in successful rural development undertakings.

A key to effective community improvement and resource development is inspired, skilled, and dedicated local leadership. If the work is to succeed, Extension must help communities to identify leaders and provide the education experiences necessary to properly develop them.

We are limited today by the shortage of adequately trained leaders. And we can expect little further progress until we commit our major efforts to leadership development.

Extension, through community-centered programs and activities, has already made a significant contribution to the progress and development of rural America. The essential requirements for rapid adjustment to the dynamic and increasingly complex demands of modern social and economic life demand even more intensified community action and more effective use of all resources in the future.

COMMUNITY TEAMWORK

the WHAT and HOW



by W. H. STACY, *Extension Sociologist, Iowa*

WHAT do we mean by community improvement? Three things:

- Wherever people live, they can do things by community action to improve their situation.

- When representatives of organized groups, institutions, and agencies plan together, they can mobilize resources and initiate needed improvement programs.

- Extension workers can play effective leadership roles in developing programs of this nature.

These points are not new. Annual summaries of extension achievements show that assistance is given constantly to thousands of community improvement programs. Extension work, in fact, began with group activities for "helping people to help themselves."

Much attention has been directed to leadership development. As rural social organization becomes steadily more complex, extension agents are increasingly interested in working with groups.

Let's look at Ringgold County, which brings certain key considerations into focus. Ringgold is on the Missouri line in south central Iowa. It is the least industrialized county in the State and its population in 1954 was 41 percent less than in 1900. When a 5-year county exten-

sion program was projected, in 1958, major attention was given to community improvement.

Efforts to face facts were coordinated. Participants in the program preparation effort included representatives of school and church programs, Soil Conservation Service, Agricultural Stabilization Committee, Soil District Commissioners, vocational agriculture, county government, farm organizations, business people, bankers, legislators, commercial and civic organizations, and a newspaper editor.

They agreed that facts are of little value unless something is done about them. Too often energies of planners are exhausted collecting facts, with no action resulting.

After six study sessions, the planning group recommended and the county extension council adopted 3 long-term goals: assist in setting up improvement councils in each community in the county, assist in setting up a county improvement council composed of representatives from each community council, and consolidate efforts of the entire county to provide and maintain adequate and enjoyable family living.

Community leaders were brought together to plan action. A county delegation was sent to a district com-

munity workers conference. These men and women decided to bring leaders from all communities together in a county meeting. The utility company which serves the county worked with the county extension director, members of the ministerial association, and others to contact key people in the 10 community areas.

A "oneness" of interest was established. Most of the initiators were "county seat people." Fearing that those from other towns might be on the defensive, those living and working in the county seat were cautious not to lead out in a promotional way.

Following supper, the program opened with group singing, introductions, and statement of purpose by Verdon W. Payne, county extension director. Next were statements by three "outsiders." Then all participated in huddle-group discussions—each group reporting to the others. This led to a unanimous vote favoring a county-wide program for community development.

Resource persons were used to advantage. The State extension sociologist discussed community teamwork programs being developed in other counties. This was followed with an informative and inspirational talk by the leader of community programs in a nearby town. He emphasized six points: capitalize local resources, talk up what you have, practice neighborliness, build town-farm relationships, be concerned with the total community, and plan to take a long time.

A vice-president of the utility company cited rising business trends as reflected in sales tax collections and the amount of electricity consumed. He assured them of his company's interest in helping promote community improvement for better business, better living, and better democracy.

Needs were identified. Spokesmen for the huddle discussion groups reported, "We have discussed this long enough, now is the time to get the show on the road."

Improved sidewalks, weed control, home improvement, church cooperation, education, and learning to live together were among the needs mentioned. Other concerns included

(See *Teamwork*, page 219)

Youth Learn About Conservation

by ROBERT GEORGE, *Conservation Education Specialist, Michigan*

CONSERVATION projects in 4-H acquaint youth with the world in which we live. They gain better understanding of our natural resources and how to use them effectively.

Through a 4-H experience in conservation, boys and girls broaden their understanding of both natural and human resources. Conservation is really a way of life—reflected in how we use resources and how we work with and respect people.

The close relationship of human well-being and resource use is stressed in 4-H conservation projects. Development of leadership is another hidden objective. Growth of leaders in conservation is a real help to resource development in any community.

In Michigan, emphasis formerly was placed on the individual in the community club. He or she had opportunities for work in one of four phases: soil and water, forest, wildlife and outdoor appreciation, and recreation.

Basic Background

These four phases are now fortified with a new base—the basic conservation program. This is a project series especially for the younger member, 10 to 13 years old, in both rural and urban communities. This basic program plus the other four marks a trend toward a new completeness in the 4-H conservation projects.

A conservation leaders' guide has been developed for each of the five projects. Each project touches on some basic concepts of conservation. It is geared for younger members in an effort to more effectively reach the existing membership and prospective members.

The program includes five separate projects: basic conservation activities and youth, basic conservation

and water, basic conservation and land, basic conservation and forests, and basic conservation and wildlife.

This series serves as the foundation for more advanced and individual project work, with major emphasis on the leaders' material. A leaders' guide for each project contains a copy of all materials which members should have, plus teaching materials and information concerning the project and each specific activity.

Conservation has long been an interest of school-associated 4-H Clubs, with emphasis more on club or community achievement than on individual achievement. Generally, materials available were not geared to such a group activity. Neither were they satisfactory for the 10 and 11-year-old. Another factor causing concern was the fact that the materials were not readily adaptable to urban clubs.

Probably one of the biggest drawbacks to leaders and teachers was the bushel basket of materials available. Leaders didn't know which to use. Sometimes the volume of materials scared prospective leaders. The development of leaders' guides will help solve these problems.

Conservation projects are serving as an ever-expanding base for county programs in resource development and community improvement. Whole communities are involved in some areas. Some counties, along with their on-going 4-H Club program, are expanding their emphasis on conservation. Through schools and community groups, they are helping to organize a program by which each boy and girl has an opportunity to learn by doing.

Let's look at an example of a community-based 4-H conservation program.

Presque Isle County is in the extreme northeast portion of the Lower Peninsula in Michigan. It is an agri-

cultural county with emphasis on potatoes, forest products, pulpwood, and recreation. Resource development is in full gear and the youth program has an important part.

Three years ago 4-H was introduced in many schools in the county. The programs called for involving boys and girls 10 to 13 years old in a 4-H conservation project. A look at their progress and the impact of the 4-H program upon the total program for community improvement and resource development helps tell the story.

In 1956, soil and water conservation was stressed. The extension program reached over 400 boys and girls and also a large number of adults as leaders and parents. This same year, coupled with the soil testing activity in the project, work of the new soil testing laboratory went from 100 to 700 soil tests. The learning by doing of the youth resulted in an increase of seven times. This step-up in acceptance of soil testing has continued.

In 1957, 4-H reached even more young people with a forest conservation program. Cooperative efforts of the schools, State conservation department, State forester, Soil Conservation Service and many others helped, through the 4-H conservation program, to increase tree planting in the county from 100,000 trees to over 300,000 trees. This trend, too, is holding.

Project Benefits

And last year a trial program on conservation and water was emphasized. This 4-H program reached 100 percent of the schools.

Here again, an activity of the project can be cited as having real impact on community improvement. The water testing activity involved an official sampling by the youngsters. The county health department cooperated by making water-testing bottles available.

Each 4-H member tested his home water supply. The clubs mailed their samples in to the State health department. Over 800 wells were tested and this youth program helped to discover 40 unsafe wells.

(See *Youth Learn*, page 221)

People + Resources = PROGRESS



by SHERMAN W. WEISS, Sawyer County Agricultural and Rural Development Agent, Wisconsin

DEVELOPMENT of the resources of an area will progress as people are motivated into action.

Since resource development does not take place as rapidly as many other extension activities, the people involved will be working with long-range plans. This requires organizing to avoid lack of interest or indifference. One way to accomplish this is to set up a series of events, climaxed by completion of the project.

One town in Sawyer County was faced with a seemingly impossible task. Extension was asked to help make a complete analysis of the town—resources and problems.

Creating Interest

At the first meeting, attended by town officials, a program was developed for a town-wide meeting. Local people sent out notices for the next meeting and made a considerable number of individual contacts. The committee did an excellent job of getting the people out to the meeting—about 95 percent of the residents were represented.

Extension took the lead in getting representatives from various Federal, State, and county agencies to assist with the program. Problems of the area were well outlined. Each agency gave background information and told what help it could furnish in the town's development program.

Four major projects were selected for immediate action: mapping of each farm by the Soil Conservation

Service, the school situation, a forestry program, and construction of a dam on Deer Lake to enlarge and deepen it. Committees of local persons were named for each problem area.

The project that created the most interest was the Deer Lake Dam. When completed it would mean expanded recreational facilities and greater assessed valuation of the town.

To get this project underway, a committee of six people made several contacts on the county level. Meeting with the County Conservation Committee, they arranged financing. The group agreed that this would have to be a cooperative project between the county and the town.

The county committee approved the purchase of a tract of land which gave the county a solid blocking involving several land sections. This land, along with other holdings, was entered under a forest management program. Thus, the county would have cooperative funds available.

The county and town committees and the highway department decided that a county-aid bridge should be incorporated into the dam. Thus, the three groups contributed toward the cost, along with a substantial donation by one citizen.

Since this was a localized project, the townspeople were given the responsibility of securing the necessary flowage easements.

While the easement committee was at work, a survey committee was

busy establishing water level lines. And another committee was determining the amount of clearing that would be needed.

Extension worked out the application for a dam, which was submitted to the Public Service Commission. Their approval was granted.

Plans for the bridge and dam were drawn up by the highway department which is now constructing the dam. It will be ready for flooding next spring. The 400-acre lake, which will be about four times larger than the present one, can now be developed. This will fill the needs of increasing assessed valuation.

Good Cooperation

Once the people of the town had identified resource development as a need, cooperation was excellent. This project involved more than 150 people working cooperatively to solve a community need. These same people have worked on the other problem areas in much the same manner.

It is important in resource development that the people do the major part of the planning of any project. When people become identified with a proposal early, they feel that it is their problem and motivation is no longer necessary.

Since every community has undeveloped resources, one need not be concerned over problems. The main concern rests in the establishment of the proper approach so that the people themselves are involved and willingly assume the responsibility.



4-H Club girls learn to silk screen fabric for clogging team skirts

On the March to Progress

by MRS. FLORENCE S. SHERRILL, Macon County Home Economics Agent, North Carolina

COMMUNITY development in Macon County has met a real need. Natural resources include unmatched scenery, green forests, abundant water, and nonmetallic minerals, and help to make the area one of the showcases of the Nation. The human resources indicate a high quality of labor and stability that makes for good leadership.

With this inner vitality evident, Extension has offered opportunities for developing leaders who are justly proud of their efforts and results.

Visible Results

A casual observer can note the difference in farms and communities as he travels across Macon County. Large homes, green well-landscaped yards, neatly arranged buildings, and large areas of cropland and pasture make up a beautiful view. Land is at a premium in these communities, with sites being purchased for homes by retired businessmen.

One community center, remodeled from an old school building, is a beehive of activity all year. In many communities, the roadsides have been improved with uniformly painted mailboxes, family name plates, and community welcome signs.

The people identify the problems. They set up goals and go about solving the problems that affect their welfare. Holly Springs, 1952 pioneer of community development in the county, believes in the program slogan, "There is no limit to what a community can do if it wants to."

The importance of identifying problems was taught to this group in 1936, when an area test demonstration began through the cooperation of the Tennessee Valley Authority and the State Extension Service. A survey of the area revealed the needs of the people. On the basis of the survey, families set definite objectives for 10 years. These goals and objectives have been exceeded many times as the years have passed.

An active home demonstration club in Holly Springs has played an important part in raising the standards of living. A community 4-H Club was first organized in the rural school. A young farmer and former 4-H Club member is now serving as president of the community development group.

A good leader was recognized and developed in this particular case. This brings to life a slogan used for a float in a county-wide 4-H parade.

The float depicted 4-H projects, and boys and girls, dressed in 4-H uniforms, held high the banner "Our Best Crop."

In all community development groups, people seem to know who the leaders are and request them to serve. Elected officers appoint the various chairmen of agriculture, beautification, education, health and sanitation, home improvement, scrapbook, religious activities, youth, and program planning.

When leaders are found, the job has just begun. Leadership training is a part of all group action carried on by the communities. Specialists and county workers conduct special interest meetings for subject matter training. Personal visits and letters are also used occasionally.

Members of community groups can't always visualize a large project, so it's advisable to have a series of smaller projects.

Power of Recreation

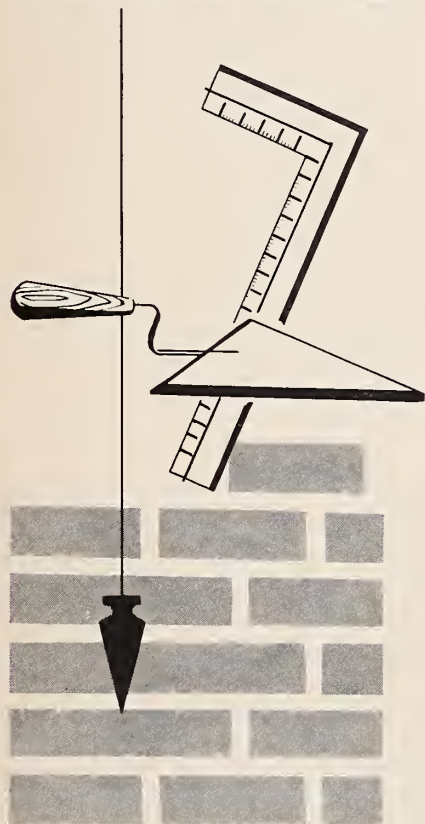
Examples of good results can be found all over the county. In Carson, part-time farm families have found much satisfaction in wholesome recreation. On summer nights picnickers enjoy the facilities of the attractive picnic area at the community center. Perhaps at the same time the smooth rhythm of the Carson Cloggers comes from the large community house. The community house, started with each family donating cement blocks, the picnic area, and the famous cloggers all resulted from a need for community recreation.

Much recognition has come to this community club in an area where juvenile delinquency is at a minimum. Mrs. Esther Cunningham, 4-H leader, believes the revival of an old-fashioned mountain dance step has channeled youthful energies into a happy, organized activity.

She says, "A diamond in the rough may be polished into a brilliant leader if given small responsibilities and allowed to grow by doing." She calls on potential leaders, old and young, while serving as program chairman.

Communities, too, grow by doing. Community development is people on the march to progress.

Building Better COMMUNITIES



by M. H. SUTHERLAND, Assistant in Farm and Home Development, South Carolina

It has been said that "the quality of civilization is best measured by the extent to which people work together." This applies to the community development program in South Carolina where community efforts have forged a better life for the people.

Last year some 12,000 families in 235 community clubs worked together to improve their homes, farms, and communities. Neighbors worked shoulder to shoulder to accomplish

worthwhile community projects. At the same time, they established greater unity in their communities and better understanding of their neighbors.

At the heart of community development in South Carolina are the projects carried out by the local people. These activities represent almost every conceivable field of community action.

Like people, no two communities are exactly alike. Each community's problems, needs, and opportunities are uniquely its own. However, most communities in the program stress these three objectives: improved living; an enriched community life—socially, educationally, and religiously; and the creation of new wealth.

Community Face-Lifting

As an example of what scores of communities are doing, let's look at last year's State winner in the community development program—Bethel in Fairfield County. This is a community of 28 families and 107 people.

Since the start of community participation by Bethel, its overall appearance has improved tremendously. Neat and appropriate signs along beautified roadsides now give directions to the various farms. Mailboxes and posts shine, farm buildings are painted, and unsightly fences and other objects have been removed or improved.

A community park is equipped with a barbecue pit, picnic tables, and benches. The community building has a new tile floor and many other improvements. Kitchen equipment includes a refrigerator-freezer, hot water heater, and built-in cabinets.

Church improvement, a major goal of the community club, resulted in waterproofing the basement, sheetrocking and painting walls and ceilings, and rewiring. New lights, linoleum, curtains, drapes, and bulletin board were added.

How was this done? Working as a unit, members of the community pitched in to do the job.

An estimated 3,000 man-hours went into these community activities with physicial improvements conservative-

ly valued at \$7,000. The community club has paid all bills and now boasts a \$500 surplus.

A community face-lifting proves beneficial to the people—economically, educationally, religiously, and socially.

Most clubs work to build up the soil, diversify crops, and find new sources of income both on and off the farm. Handicrafts, specialties, and tourism are promoted to supplement farm enterprises.

Some educational opportunities provided by community development clubs are 4-H Clubs, Scouts, and similar youth organizations. Home demonstration clubs help provide educational opportunities for women. The mobile library service offers further educational advancement.

Inter-church cooperation in communities has helped build better churches, church schools, full-time pastorates, and religious organizations.

Resource development, including the use and conservation of all natural and human resources, is an objective of most communities. Many clubs have attained fuller development of the people and use of their talents through participation and sharing of leadership responsibilities. Through improved schools, churches, roads, electric service, communications, and sources of income, an enriched rural life has emerged.

Development of balanced systems of farming, organization of dairy and artificial breeding associations, and introduction of new specialty crops foster opportunities for rural families to increase their incomes. In addition, the general sprucing up of a community often entices industry concerns to locate nearby.

Character-Building Aspects

When all contribute to a community purpose, group progress is made and personal strength of character blooms forth. Some character-building aspects that have grown from community development are unselfishness, kindness, charity, sacrifices for others, and struggle under difficulties.

An outstanding character-building (See *Better Communities*, page 218)

WORKING TOGETHER

(Continued from page 206)

too far to go, no transportation, too sick to go and couldn't get a doctor to come. One out of every two families lives more than 20 miles from a doctor.

Of the 1,674 children, ages 5 to 18 years, 50 percent had teeth and eyes checked and 25 percent had hearing checked. Half of the children under six had smallpox vaccine and 70 percent had triple vaccine. Two of the six towns in the county had sewage disposal and three had approved water supply. Two-thirds of the population used well water.

Shortly after the survey was made but before all results were tabulated, a young physician located in Pleasanton. A modern medical building has been erected with office space for two doctors and a well-equipped emergency room. This doctor also opened a part-time office in Blue Mound, 20 miles away. Recently another doctor leased this office and keeps it open five afternoons a week.

LaCygne, the second largest town, recently completed a drive for funds and will build a modern nursing home for 35 patients in that town of 800.

Early Accomplishments

Using equipment furnished by the Pleasanton doctor, volunteer members of PTA groups and home demonstration units were trained to give sight and hearing tests. All grade school children and pupils in three high schools were examined, with 130 found to have sight difficulties and 60 hearing trouble.

A crippled children's clinic has examined 24 patients and a second will be held this summer. Over 5,000 polio shots and 800 smallpox and triple vaccinations have been given by the one doctor since the survey.

Nearly 1500 adults took advantage of the free chest X-ray at the last visit of the mobile unit from the State Tuberculosis Association. This was a significant increase over the number checked at the last visit of the unit. At a diabetic screening center set up by the State Board of Health at the county fair last year, 144 persons were given blood tests.

Several meetings have been held to present the findings of the survey. Home demonstration unit health chairmen took these findings to their meetings with suggestions of services that members could give. Volunteers have served willingly at all times.

There is a long road ahead for Linn County, but people have made a start. They felt the need, recognized the problem, and did something about it. Results were accomplished by the people themselves working together for a better county.

BETTER COMMUNITIES

(Continued from page 217)

quality is the development of latent leadership. Many people that formerly never spoke in public now make reports regularly at club meetings and in other ways have developed their talents to promote more aggressive citizenship. As a result, many communities have received better roads, more efficient electric service, a telephone system, and other benefits.

Working together creates responsibility, personal achievement, and unselfishness. Not all communities, however, pool their strength harmoniously.

One community, for example, began under stress because two factions of opinion developed. But, these differences were settled in an unselfish attempt to favor the community as a whole. The people later worked together so well that the community was a district winner in the State Community Development Contest.

New skills and attitudes improve family and home life as well as community life. Cooperative undertakings not only strengthen personal ideals and philosophy but also develop better understanding of other people.

Community fellowship strengthens friendly and Christian attitudes and relationships, as well as establishes a pleasant social contact. Most communities have developed opportunities for fellowship and recreation—lakes, playgrounds, and supervised recreational programs. To promote better health, many communities have campaigned for home gardens to improve diets, polio vaccinations, chest X-rays, and a blood bank.

Community projects have inspired individuals to improve self, home, and community. And when people seek intelligent well-ordered homes and a happy, healthy family life, then the strength of the nation rests on a firm foundation.

WHAT AND WHERE

(Continued from page 204)

Man is a social animal, preferring to live in contact with others, not in isolation. And certain economic and social needs require common actions, common centers of activities, common attitudes.

The difficulty in meeting these needs and developing community cohesion is a major source of tension and dissatisfaction in many places where community structure is in rapid transition. This presents a challenge to Extension and other agencies to take steps which will preserve local unity and leadership where it is slipping away—to create cohesion where it is lacking or slow in coming.

Forming a community or neighborhood improvement club to take over the abandoned schoolhouse is a case in point. Many other steps can be taken to preserve feelings of community attachment and unity, or to speed up the creation of new unity where it is struggling to develop.

How Extension Fits In

What does all this mean for Extension? The important thing is that we try to better understand the community structure of our counties and develop our local extension procedures accordingly. We can be a force for strengthening community life and all that goes with it.

The community is a useful concept for program planning and action. Research and experience are providing more and more evidence that it is both sound and practicable to think and to do things the community way, adapted to local situations, of course.

The people and the problems and the areas of various contacts may constantly change through the years, some in a big way and some only slightly. But people have always thought community-wise and they always will.

METHOD AND TOOL

(Continued from page 205)

cluded a livestock farmer, motel owner, banker, power company official, housewife, livestock rancher and auctioneer, welfare administrator, postmaster, and supervisor of natural resources.

The steering committee took the initiative in organizing the present county planning council. Most committee members are still serving on the council to insure continuity. And the council and its 10 committees are now carrying forward the program of resources development initiated by the steering committee.

These committees have been set up over a period of 2 years as the need for additional study of problems was recognized. The committees, functioning as the planning vehicles for the county, include agriculture, industry and employment, tourist and recreation, forest use and management, transportation and communications, better living, education, public policy, mining, and youth.

Several committees have found it necessary to supplement the county-wide surveys with local ones to fill in the picture, community by community. The junior college committee, for example, obtained the help of residents of a proposed college

community to survey housing, recreation and building sites.

The tourist and recreation committee made a county-wide inventory of tourist accommodations, attractions, and recreational facilities. The information obtained is being used as a basis for planning economic development and for expanding tourist facilities.

Thus, by a systematic appraisal of resources, the citizens of Stevens County are learning a method whereby they can understand themselves and better plan for their ultimate satisfaction.

KEEP MISSOURI

(Continued from page 210)

ments in home town papers. Sister groups—business and professional women and garden clubs—helped out with contributions.

How does a campaign of this size get rolling? Partly through planning, partly through snowballing in a field wide open to the growth of good ideas.

This one began in August 1958 when delegates to the annual Home Economics Extension Club Council voted Keep Missouri Beautiful as their theme for 1959. In the counties, campaign plans were brewing months ahead of Home Demonstration Week.

Early in the year, the State Office issued mimeographed suggestions to home agents and county council presidents for poster contests, the anti-litter campaign, and giving directions for making litterbags. We suggested coordinating community planting programs, and passed along information from the Conservation Commission on forest fire prevention. The latter was important to the forested Ozark counties as their means of helping keep Missouri beautiful.

We suggested that county committees write to Keep America Beautiful, Inc., a non-profit national organization, for literature and other promotion materials for anti-litter campaigns. This includes a Keep America Beautiful film which clubs used for family night meetings, also bumper stickers, litterbug stamps, and booklets for school children.

As a followup, extension clubs

have already chosen for next year's theme, *Plant to Keep Missouri Beautiful*. They received practical advice from university horticulturists at the State council meeting this August.

Why has the Keep Missouri Beautiful program been such a success? Mrs. Katharyn Zimmerman, State leader for home economics extension, says, "It's a success because it is an action program. Club members like it because they themselves are in the act. The work is not done for them, but by them. This has proved to be an excellent way to bring home economics extension work before the general public."

As a result of these special Home Demonstration Week activities this year, 185 new members joined established home economics clubs and 10 new clubs were formed.

The important results are seen in the renewed spirit of cooperation among club members from having worked hard together to accomplish a goal, and in the fact that Missouri now is actually more beautiful and more likely to be kept that way by an aware public.

TEAMWORK

(Continued from page 213)

school district reorganization, community calendars, federated fund-raising programs, a swimming pool, industrial development, extending public library service, dealing with farm problems and promoting clean-up and paintup programs.

There has been followup. It was agreed that the local manager of the utility company and the county extension director should spearhead followup work. The county seat immediately set up a planning council and initiated a community improvement program. Another community soon followed suit.

Ringgold County doesn't have great community improvement accomplishments to report as yet. They are making progress at a number of points such as school district reorganization and developing community calendars.

Their basic approach is thinking in terms of long-time developments. They are viewing the 360° circle of community life and proceeding with logical steps in community action.



A customer keeps up with recreation news in the Tourist Trapper, posted in utility office.

Getting The Facts

by **ARTHUR H. CUTTER**, *Strafford County Agricultural Agent, New Hampshire*

Editor's Note: The author was formerly agricultural agent in Coos County.

LET'S see how the other fellow operates. That's what Coos County folks said in considering a new farm enterprise for the county.

In October 1955, Coos was designated a pilot county for program projection. People from all walks of life were selected for the committee—farmers, businessmen, bankers, teachers, clergymen, and homemakers.

At the committee's organizational meeting, the purposes and functions of a program projection committee were pointed out. Several outstanding county problems were discussed generally at this time.

Following this meeting, considerable basic data were collected with the help of Silas B. Weeks, extension economist.

Leading Questions

One fact considered was the source of eggs in retail stores. Where did stores get their eggs? If local eggs were available, would people buy them? Would it be worthwhile to supplement income with eggs and poultry?

Here's what the committee learned. Coos was primarily a dairy county but some interest was developing in poultry. A high percentage of eggs consumed in the county were produced elsewhere. A study showed that one egg per capita per month

was produced locally. Local eggs were sized but not candled or graded.

The committee felt that this failure to produce enough poultry products for county needs showed a promising area for agricultural expansion and diversification. The committee also believed that the county's climate was well-suited for hatching-egg production.

The next step was to see how poultrymen operated in other counties. So the committee promptly planned tours to two poultry-growing centers—Washington County, Maine and Rumney, N. H.

In Washington County, the committee tried to appraise how the introduction of the hatching-egg industry had affected the area. What was the effect on individual growers and the general community? A second purpose was to appraise management, credit, and other adjustments to a new industry.

Washington County, in many respects, is similar to Coos County. Both are relatively isolated and almost untouched by tourist trade or by expansion in industrial, housing, and other economic activities characteristic of many areas. Population is approximately 35,000 and declining; young people are the county's biggest export. Its economic base is pulpwood, blueberries, and a declining fishing industry.

Survey Findings

The Coos County group visited the Washington County agent, two bankers, the FHA office, and three hatching-egg producers. They learned these facts:

- The hatching-egg industry had a significant economic impact on the area. Substantially large sums of money were spent on new buildings, equipment, and growing birds. It was estimated that gross income increased approximately \$600,000 in the county.

- Growers had favorable price relationships and netted \$2.50 to \$3 per bird.

- The operators visited had no previous experience in poultry, having formerly been in the fish business. Under supervision of the con-

(See *Getting Facts*, page 222)

Problems Lead to Opportunities

by **H. A. PONDER**, *Franklin County Agricultural Agent, Alabama*

WHAT can we do to save the school?" This question, brought up at a farm meeting in 1949, triggered organization of the Union Community Club.

The local school was to be changed from a junior high to an elementary school. Some residents felt that this was a step toward completely closing it.

When the school question came up, the county agent suggested that school patrons and other citizens band together in a community club. He pointed out that an organization working together could accomplish more than individuals working alone.

The group voted to organize a community club and elected officers. Meetings are held monthly, with the county agent or another extension worker usually attending.

Farming Improvements

The community is made up of small farms which require good management to efficiently utilize land, labor, and equipment. Most farm families need supplemental income to make an average living.

Soil building is of prime interest to all the farmers. Before the community club was organized, little fertilizer was being used in producing corn and cotton. Yields were as low as a half bale of cotton or 10 bushels of corn per acre. Using research information provided by extension workers at club meetings, farmers now average a bale or more of cotton or 50 bushels of corn per acre.

Broiler production was introduced
(Continued on next page)

to the community in 1951 as a possible source of supplemental income. The first 4,000-bird house served as a demonstration to other farmers in the community. The owner gave regular progress reports, including actual costs and profits.

From that one producer, the industry has grown to 47 producers with 83 broiler houses and a capacity of 534,000 birds. Some people feel that Union Community would not exist today without broiler production. Now farmers don't talk of seeking work in industry; instead they talk about producing top quality broilers more economically.

Women, too, participate in club activities. Last year, they requested that a home demonstration agent give a short demonstration at one meeting. This reached many women who work and are unable to attend regular club meetings.

Union Community enrolls each year in the State Community Improvement Program, sponsored by an insurance company, State Chamber of Commerce, and Extension. The club has been sponsored in the contest by banks, civic groups, and feed dealers.

Many problems confronting the community have been solved through the cooperation of community club members. It has brought the people of the community closer together and has instilled a desire to help one another.

YOUTH LEARN

(Continued from page 214)

As adults, we all are a little more inclined to show interest in such things as water conservation, testing, and watershed management when our youngsters come home with action-packed plans for learning by doing.

In Michigan, resource development is becoming an integral part of the 4-H Club program. As more emphasis is placed on conservation education for both resource development and youth development, there is a trend toward a dynamic community improvement program. Acquired skills and understandings are important, but even more important are the attitudes developed as a result of understanding resource conservation.

Prescription for Community Service

by GORDON WOODROW, Okanogan County Agent, Washington

TAKE Okanogan County, with its 5,500 square miles and 2,200 farms. Add the enthusiasm of youth and mix with a few suggestions. That's the prescription that produced our 4-H community service program.

Although we have never had a formal written program in community service, accomplishments have been worthwhile. And in youth development, we are stressing citizenship, courtesy, and community interest through individual and group projects.

Extension first became involved in a community project as a result of the difficulty in locating farms and ranches scattered over the county. To facilitate the location of farms by new people, signs for farms and side roads were suggested. With metal stencils on a loan basis from the extension office, name signs began to appear on county farms.

In 1950, a 4-H exhibit building was needed for the county fair. After an agreement with the fair association, 4-H Clubs raised \$1,000 through the sale of booster buttons. This money and 4-H labor built the exhibit building. When the building needed repainting in 1957, 4-H clubs purchased materials and painted it. As a result of this and other fair duties, 4-H leaders and members have developed great pride in fair exhibits.

Serving Others

Another aspect of community service is the art of giving unselfishly to less fortunate people. 4-H clubs throughout the county are regular contributors to charitable institutions. Rando Manor, an independently supported farm and home for neglected children, is a regular recipient of toys, cash, clothing, and food donated by 4-H clubs.

Several clubs prepare food baskets for needy families during the holiday

seasons. One club bakes and serves cake and cookies to members of a home for the aged.

One unusual club activity has developed. Club members learn to gift-wrap presents they make for shut-ins and hospital patients.

On the lighter side is recreation. One town club conducts weekly teenage dances in a hall provided by the club sponsor. Rules, set up and enforced by the club, have made this a popular activity.

Shared Projects

Another club, in a rather isolated community, developed a skating rink in an unused store building. This is enjoyed by everyone in the community.

Several clubs, with other civic organizations, have contributed money and labor toward community park development. One club started a park beside one of our county lakes. Members are constructing picnic tables and beautifying the area in general.

Spiritual development is also being emphasized by 4-H'ers and their leaders. Many clubs attend church in a group on special Sundays. Clubs in one community observe National 4-H Club Sunday with an early morning outdoor church service. They serve breakfast to community residents after the service.

Many 4-H'ers are corresponding regularly with their counterparts in other countries. This contributes to better understanding of people in other lands.

These are a few of our community service activities. They have grown somewhat like "Topsy" but they have been effective. The philosophy behind these activities might be summed up: "To live each day, dividing it into work, rest and relaxation, service to others, and worship of God."

FRAMEWORK

(Continued from page 207)

the lowest contribution to the average family income.

The survey indicated that 69 percent of all rural residents earned less than \$2,500 from all sources. It also indicated that 58 percent of the farm group are part-time farmers. And out of the 42 percent full-time farm group, 40 percent had incomes of \$2,500 or more.

Farmer's Capital Situation—Farmers of the county have a tendency to not overborrow, former agent Ward said. Based on what the farmer estimated it would pay him to spend on improvements, the average farmer thought (a) he needed \$2,772 to invest, (b) he could borrow \$1,605, (c) he would borrow \$1,060, (d) he planned to invest \$1,081 and, (e) he planned to borrow \$414.

Family Living—Approximately 80 percent of the farm families have gardens but only one-fourth preserve enough vegetables for home use. Forty percent produce eggs for home use, 25 percent an adequate milk supply, 22 percent slaughtered a beef supply, and 49 percent slaughtered hogs for home use.

Electricity is available to most farm families and approximately 85 percent use it. However, electric appliances don't approach the same percentage. Radios are in most homes, mechanical refrigerators in 80 percent, running water in 33 percent, and inside bathrooms in 25 percent.

Pulling Together

Through the Rural Development program, all organizations of the county are developing a unified program based on facts brought out in the survey.

The industrial committee made one of the earliest and greatest contributions to Choctaw County's underemployed rural population. A glove factory, obtained by community effort, now employs 150 people, two-thirds of whom are women.

A cannery enlarged its operation to employ more personnel. A section was added for winter-time canning to maintain a year-round operation.

A factory has been put into operation to make frames for inner-

spring mattresses. This uses local wood products and local labor.

A second creosote treating plant went into operation this year. It employs 40 or more persons and is a market for local timber. Numerous sawmills in the area create a supply of rough lumber for barn construction and other uses.

The county health department undertook an intensive drive to raise health standards. A committee has been working with the sanitation project of the city of Hugo, including a cleanup and vector control program. Two other communities have initiated cleanup projects.

The 16 white and 10 Negro Rural Development Clubs have carried projects on health and increasing farm family incomes by using available facilities.

Livestock men have formed an organization for performance testing of beef cattle. Price obtained per animal doubled at the Choctaw County sale last year chiefly because of this work. Farmers now have 39 bulls on feed test for a sale this winter.

Choctaw County has many idle acres of land and it is important that this acreage be put into production. The Soil Conservation Service has helped people to obtain equipment to improve their land.

The county soil laboratory is giving direction as to the best treatment of land to obtain maximum production at minimum cost.

Home demonstration clubs and rural development clubs have encouraged farm families to produce and preserve more food for home consumption.

The youth committee has also been active. More than 500 boys participate in the Little League and Pony League baseball program. Two committee meetings have been held this year to expand youth activities. An effort is being made to obtain greater parent-leader participation in the 4-H Club program.

Yes, progress is being made in many directions. It started from the survey which gave people a framework for analyzing their resources and becoming aware of their potential. And progress is continuing because all groups are pulling together.

GETTING FACTS

(Continued from page 220)

tracting company, they were doing a good management job and keeping excellent records.

● Local bankers showed positive interest and approval in this hatching-egg development but had not laid any cash on the line. They indicated they would accept FHA "graduates" or would finance "people they know who had some equity to start with."

● There was general belief among both professional people and growers that this industry was sound and good for Washington County.

Later Results

Based on these findings, the program projection committee felt that such an expansion might be a good source of additional income to Coos County and would improve dietary standards as well. A subcommittee, with representatives of extension and the poultry industry, evaluated the hatching-egg industry potentials for the county and presented their findings at a public meeting.

Several farmers indicated an interest, but wanted to see how the "other fellow makes out." One man decided to sell his cows and shift from dairying to hatching-egg production. Three others supplement their present business with this phase of poultry. The outlook is bright for an expanding poultry business in the county.

In summarizing, the following quote from the Scope Report represents the process through which poultry was established in Coos County. "In performing its function, Extension operates informally, in line with the most important local needs and opportunities, and with respect to both short-time and long-time matters of concern. It joins with people in helping them to: identify their needs, problems, and opportunities; study their resources; become familiar with specific methods of overcoming problems; analyze alternative solutions to their problems where alternatives exist; and arrive at the most promising course of action in light of their own desires, resources, and abilities."

PUTTING WORDS INTO ACTION

by **ERNEST EHRBAR**, *Brown County 4-H Club Agent, Wisconsin*



Photo courtesy Green Bay Press Gazette

Mailboxes were painted and stenciled in community service project of Wisconsin 4-H'ers.

FOR my club, my community, and my country," is often repeated by 4-H Club members at their meetings. In Brown County, 4-H'ers have put these words into action. Last year three clubs worked on projects which illustrate how 4-H benefits the community.

The 21 members of the Beauty Grove Badgers decided that their community needed a ball diamond and park. Cancellation of a game due to lack of facilities was the stimulus for the members to build a park which could be used by community groups.

Club leader William Hock discussed the problem with the town board at the annual meeting. The town owned five acres of land adjoining the town hall. The board gave the club permission to remove the fence and clean up the area.

Ways and Means

County highway construction equipment was used to smooth out the surface and replace the topsoil. One club member furnished a tractor and drag to help level the surface. Other members pitched in to remove stones and construct the backstop. Then the field was seeded and trees planted. Long range plans include additional trees and fireplaces.

The club raised money for the project by sponsoring county-wide roller skating parties.

The park facilities are available to all groups in the community.

Adults in the area are enthusiastic about what was accomplished by this 4-H club.

A community meeting place was the project undertaken by the Briggs 4-H Club. An unused part of the school basement was cleaned up and painted by club members.

Members furnished the paint and made curtains for the schoolroom as well as the meeting room. Paint, curtain materials, and other supplies were purchased with funds raised through square dances and roller skating parties.

Echoing Reactions

According to the leader, Mrs. Ronald Goolsbey, all 24 club members were enthusiastic and helped carry out the project. At its completion, a barbecue supper was given to the school board and the public. The program included a dress revue and skits.

All indications are that 4-H will continue to grow in this area. Comments from the community show that this new meeting room gives the school children a good place to play in rainy weather and makes an excellent meeting place for all community groups.

The Growing Tribe 4-H Club centered their community service project on painting approximately 75 mailboxes. Club members felt that cleaning and painting the mail boxes would help make the community more attractive.

The first step was to contact the

Oneida post office for approval of the project. The postmaster was so enthusiastic that he donated a gallon of paint.

The 42 members divided into volunteer communities to carry out the project, with a junior leader in charge of each group. Each team was assigned a neighborhood area.

The junior leaders contacted all box owners for permission to do the painting. No one refused. Then the committee cleaned up the boxes, painted them, and obtained the correct names of the owners. A week later, they returned to stencil names on the newly painted boxes.

Typical of adult remarks was, "We always hear about the bad things that youth are doing, but don't hear about the good. Now we have proof of their good work."

We in 4-H have an excellent opportunity and responsibility to work with youth to help give meaning to their pledge. Through the excellent leadership in these clubs, it was possible to analyze the problems and determine the resources needed to carry out the respective projects.

An objective of Extension is, "The development of people to the end that they, through their own initiative, may effectively identify and solve the various problems directly affecting their welfare."

4-H Club work offers real opportunities to help develop today's youth to become effective citizens of tomorrow.

Monthly Revisions in Publications Inventory

The following new titles should be added to the Annual Inventory List of USDA Popular Publications. Bulletins that have been replaced should be discarded. Bulk supplies of publications may be obtained under the procedure set up by your publication distribution officer.

- F 920 Milk Goats—Reprint
- F 1470 Care and Management of Dairy Cows—Slight Revision, June 1959
- L 222 The Home Fruit Garden in the Northern Great Plains, Northern Mountain and Intermountain States—Slight Revision, August 1959

New Life for A Community

by JOSE GONZALEZ-SALDANA, *Extension Editor, Puerto Rico*

PUERTO Ricans are individualistic by nature. So they need to be motivated to develop their communities. Recognizing and solving problems together, they will develop into better and more useful citizens.

The residents of Cacao Alto are no exception, or at least they weren't until recently. Cacao Alto, located on the southeastern slope of the central range of hills, is near a reservoir used for irrigating sugar cane plantations in the lowlands. An irrigation channel crosses the neighborhood.

About 100 families, with an average of 1 to 6 acres of land, live in the area. They depend on off-farm employment plus what they can grow at home, for their living.

Community Problem

These families' only source of water was the irrigation channel. Many housewives had to travel a mile or more for a bucket of water for home use. They all bathed in the channel.

Since the water was not treated, disease struck. Several children died and many parents were sick and unable to work.

The residents realized that this situation was serious. Some of them came to the county extension agent for advice.

A community meeting was called, with municipal authorities and extension agents attending, to explore

the problem and possible solutions. Some residents came reluctantly, others distrustfully, but all wanted to see what could be done.

The residents didn't have enough money to secure a safe water supply. The mayor offered some help but the municipal budget was too low to give them all they needed.

United Effort

The extension agents conducted meetings to acquaint everyone with the problem and the great enterprise they were to undertake. Then help was sought from the civic employment division of the State Department of Agriculture. This division offered to supply half the cost of building an aqueduct if the residents of Cacao Alto would supply the other half in labor and materials.

They obtained a drilling machine and pipes to run through the community. And the great task began.

Men came home after a day's work and operated the drill and laid the main pipe. Some worked every night for weeks and on holidays.

Every man bought pipes to connect to the main line and have running water at home. All worked hard to get pure water for their families.

Then the inauguration date was set, but a little too soon. Men had to work some days until 3 or 4 a.m. to have the water system ready for the big day.

People from many nearby communities were there. Everyone wanted to see what these people had done. Visitors saw a 4,000-gallon water tank that would serve water under pressure to every house.

Today Cacao Alto residents have refrigerators, sinks, baths, and other modern home conveniences. The incidence of disease has been reduced. Water is tested regularly to assure its purity.

Some people have painted their houses, indicating a desire for improving their community which was practically nonexistent before. They feel more responsible and strive for more improvements.

Many examples of mutual help show that the water problem stimulated these humble people to join their resources for community improvement. As some said, they were born to a new community life. Extension thus played the role of developing in people a sense of belonging, a need to recognize their problems, and to solve them through coordinated efforts.



Everyone pitched in to drill well, install main pipe, and connect pipes to farms and homes.